

1 **ABSTRACT OF THE DISCLOSURE**

2 A golf club head or metal wood includes a body and a faceplate. The
3 body has a face adapted to hit a ball. The faceplate has a sweet spot and a
4 softened region. The softened region is formed around the sweet spot in the
5 faceplate by a heat treatment technique. The treatment technique applies a
6 high-frequency current to induce eddy currents in the faceplate and locally heat
7 the faceplate to form the softened region in the faceplate. This, the golf club head
8 will have a higher coefficient of restitution (COR), and the strength of the
9 faceplate is retained to hit the ball successfully and powerfully.